

# MARCO INDIGO PRESENTATION

# THE PURPOSE

The Purpose of the final project was to pick one of the designs that was done throughout course and market it to a client.

**Final Project to Redesign:**

Marco Indigo Company

**Initial Date of Design:**

Week 2: July 13, 2022

**Final Date of Design:**

Week 4: July 27, 2022

# THE INITIAL GUIDELINES

Marco Indigo is a start-up ice cream company that sells 10 various ice cream flavors in cones large and small. The company wants its customers to come into their store expecting to be surprised with something, new, mysterious, and exciting.

The company especially wants to reach out to a younger audience which includes social media followers so that their establishment can have more notoriety.

**Deliverables:** Logo, Business Card, Flyer, Menu, and Employee Uniform (T-Shirt, Cap)

**Style Specification:** Minimal, Simple, Practical, Vibrant, and Ice Cream Centric as long as its fun and playful.

(Include additional Information and company specific details)

# The Initial Process



With the initial process of the brand, it started off in the discovery process by creating a mind map describing the feelings, emotions, and perceptions of ice cream.

# Image Inspiration

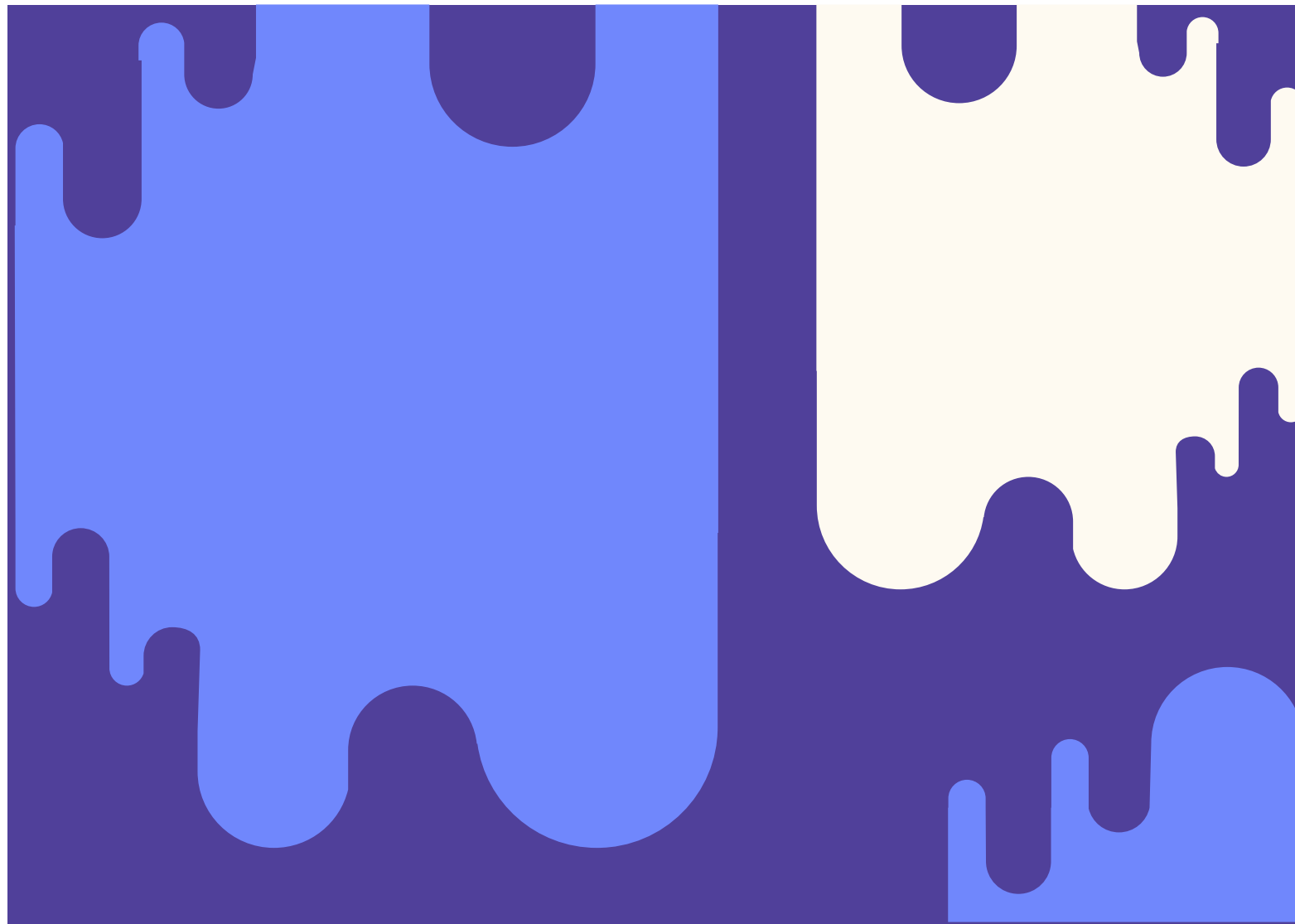
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When it came to finding new images that connected to the soul of the brand, many images from Pinterest and Pexels came to play. The images had to be connected to the modernity and youthfulness of Marco Indigo.



# Graphic Elements



What was good about this graphic element was that it had a melting organic feeling to it. The organic shapes can cause a dynamic feeling into the design because the few problems with geometric shapes is that it has a tendency to make a design stagnate.



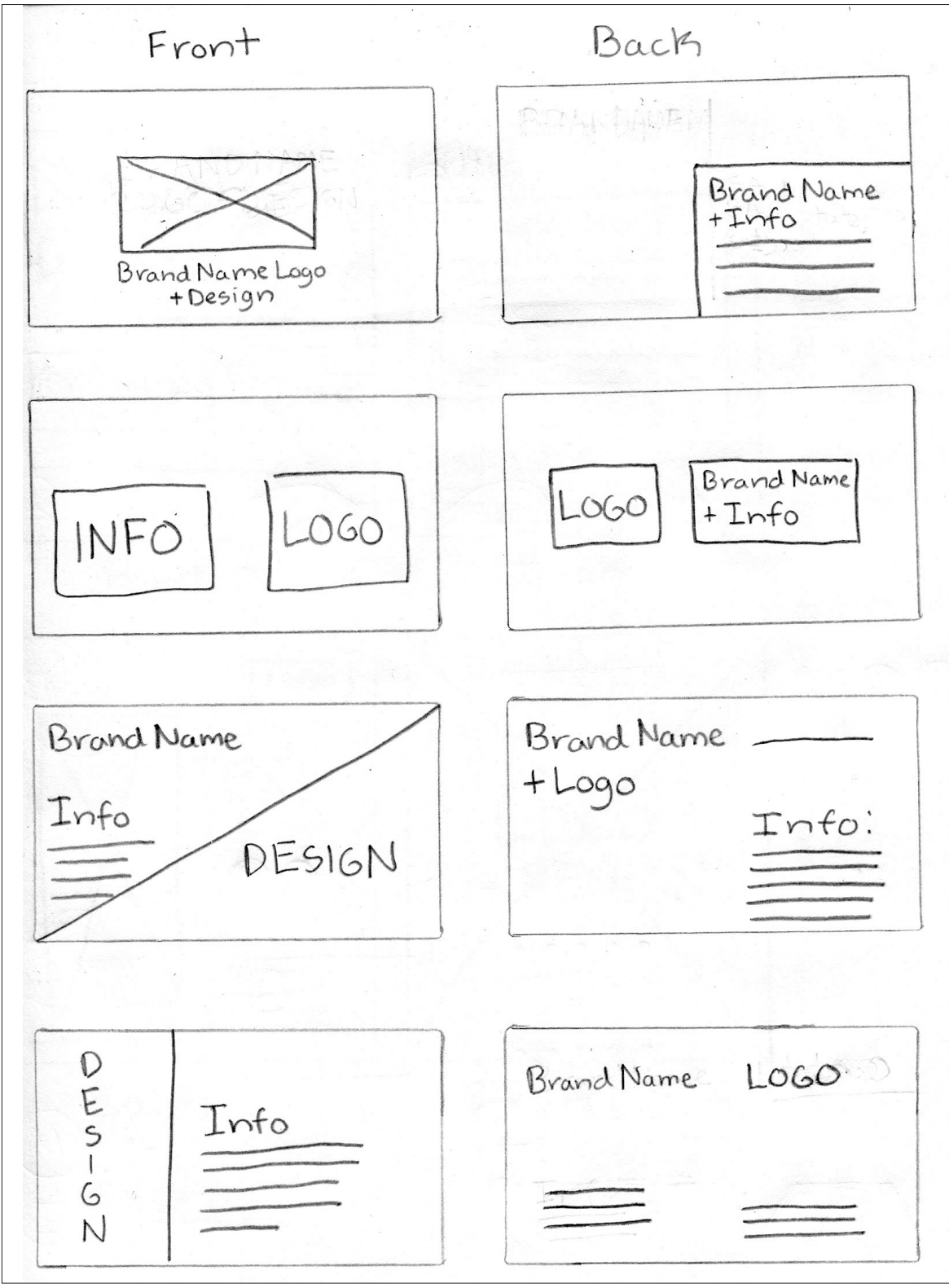
The pill-shaped graphic elements were one of the few things that were kept of the initial design. Unlike the previous design, the difference was that this graphic element had to be at a minimum instead of them going all over the place so that it wouldn't compete for attention with the new graphic element.

# Initial Sketches of Deliverables



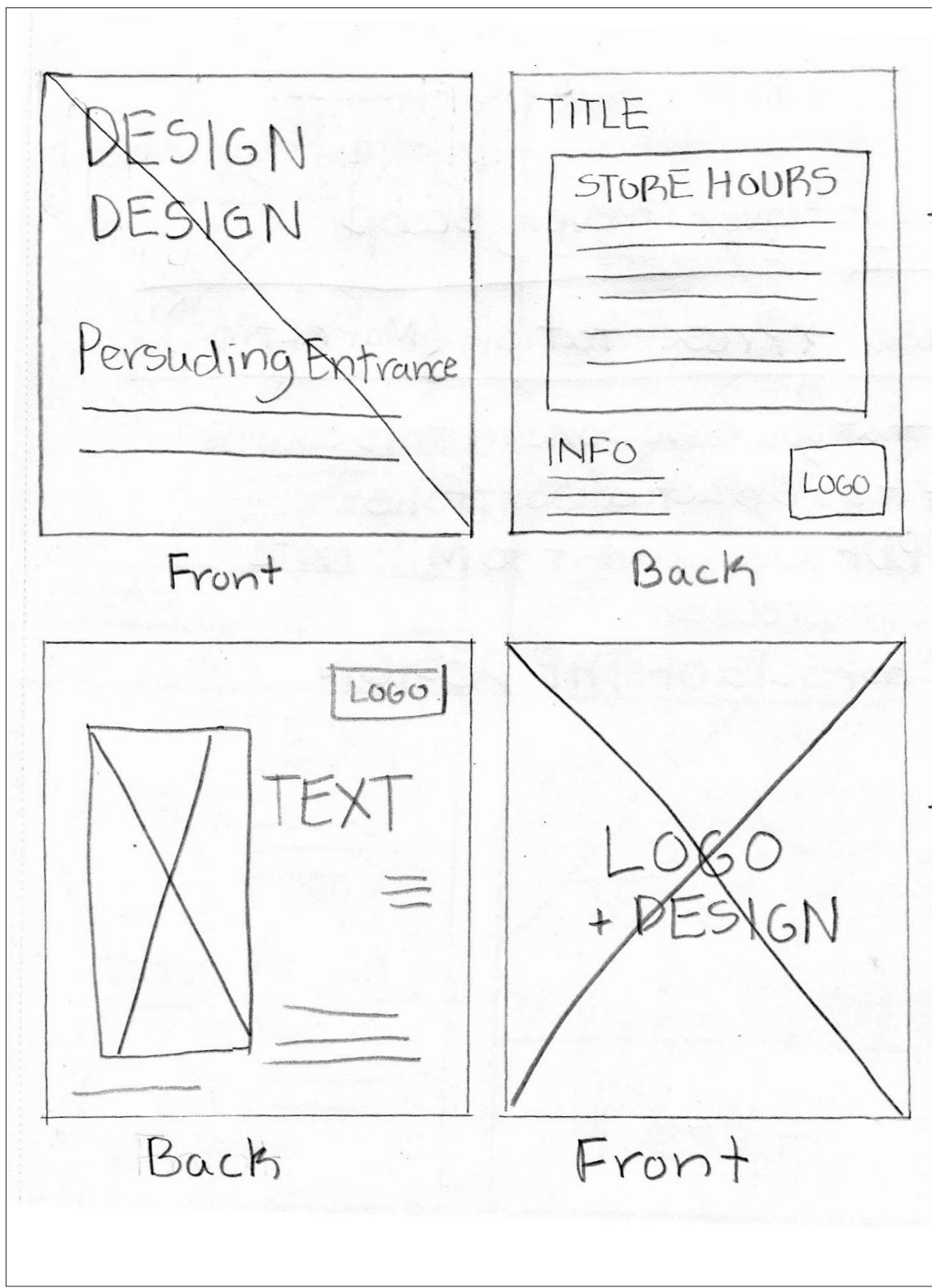
The initial sketches of the new logo

When it came to the sketching process of the logo, the logo had to be more abstract instead of literal to convey the message of the brand, as long as it focuses on the target audience to the brand.



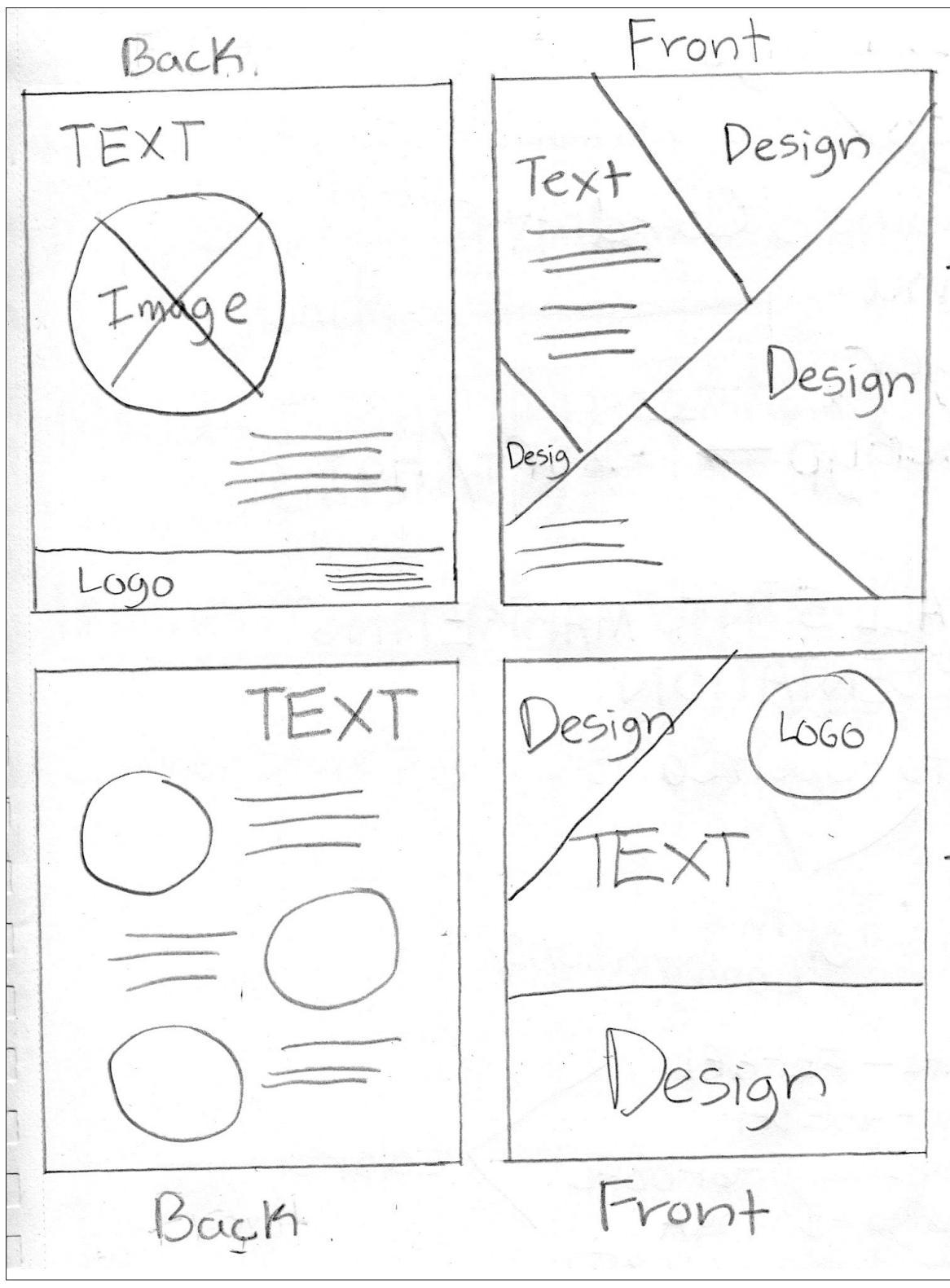
Business card sketch options

To make the business card appealing, there were different compositions for the front and the back that made the card interesting by itself and being part of a cohesive set. It took a lot of eliminating and combining many ideas to come up with the final result of the card.



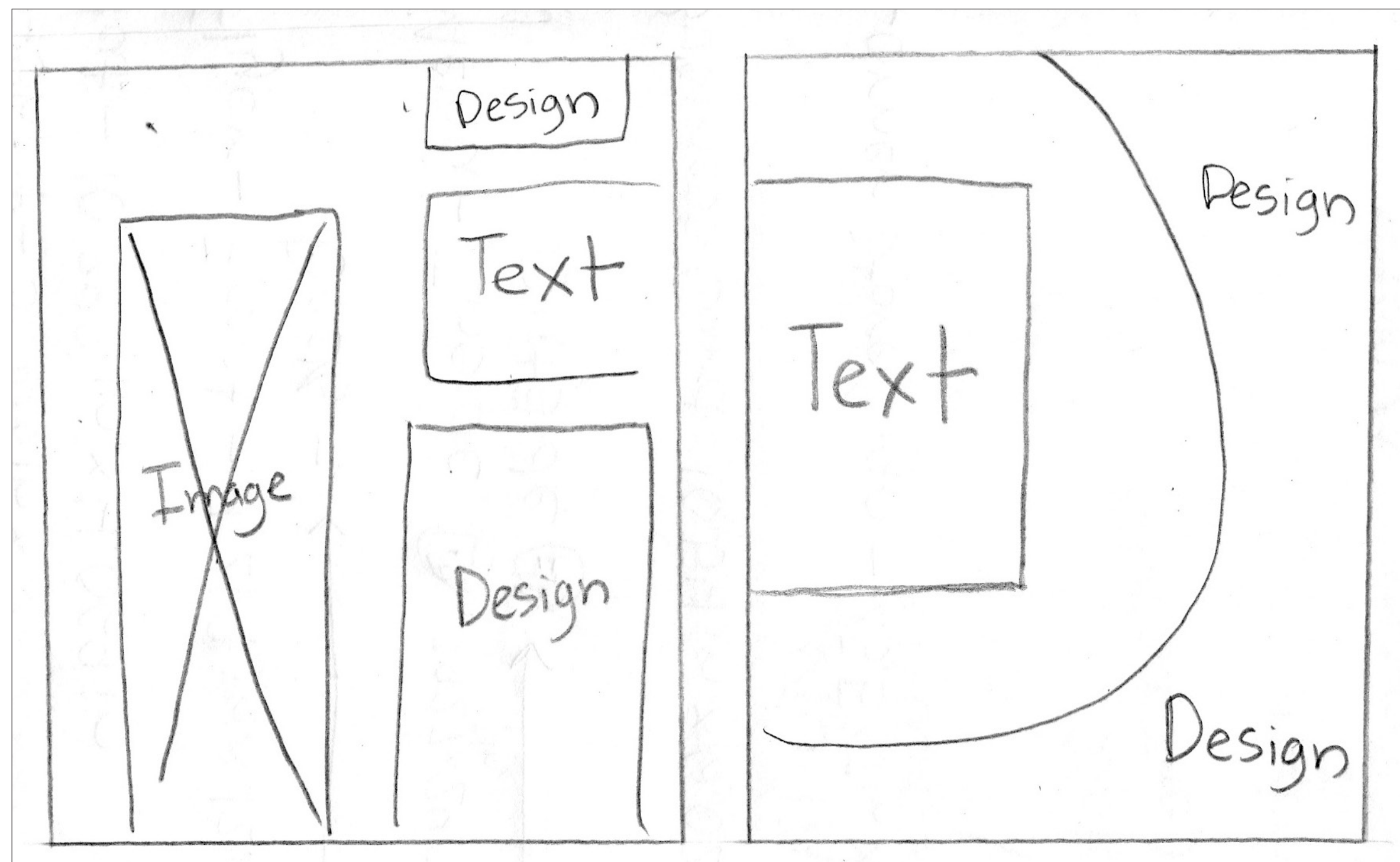
Flyer sketch options 1+2

The flyer was one of the most challenging deliverables to execute because it's the first item that people gravitate to the brand in the first place.

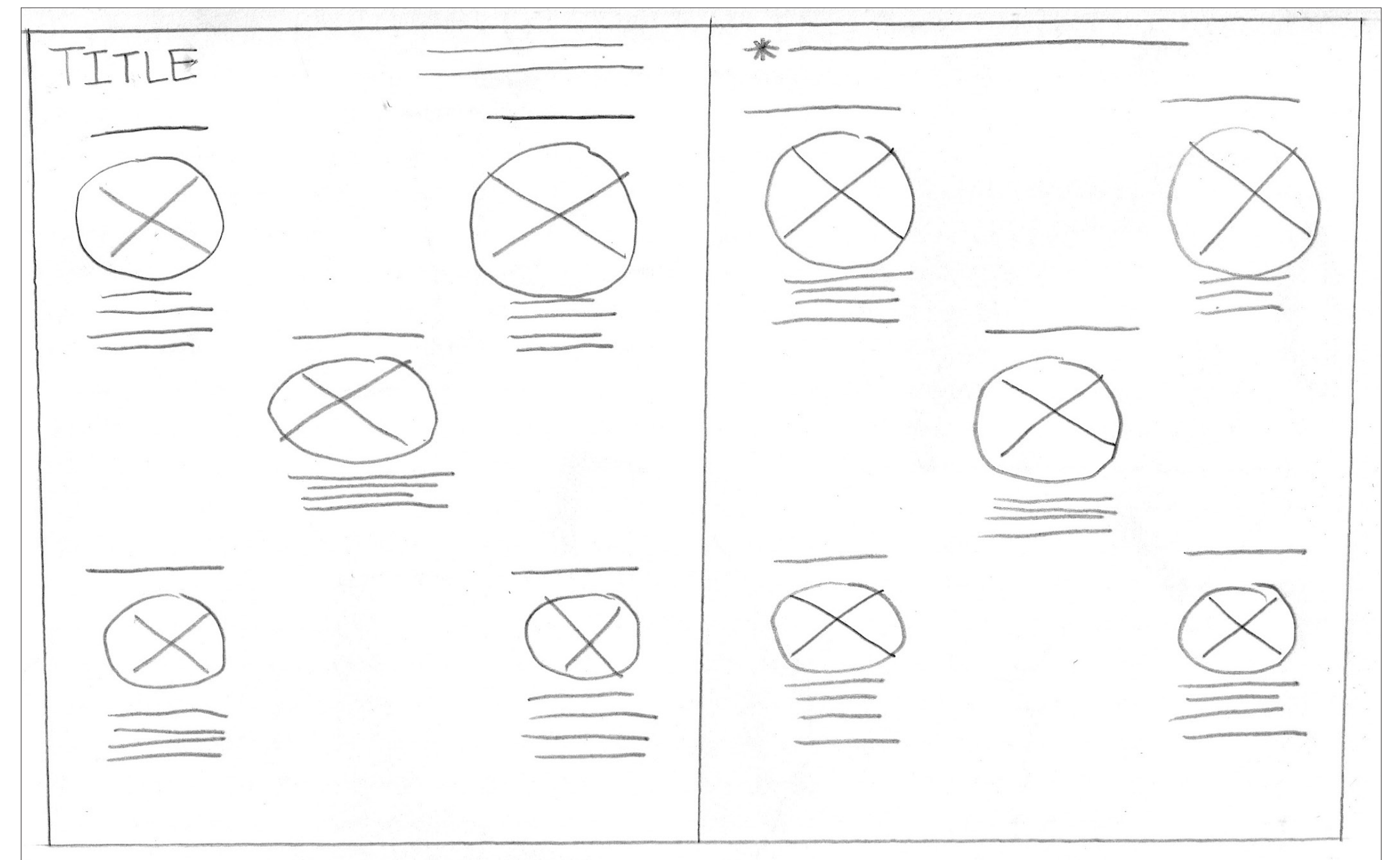


Flyer sketch options 3+4

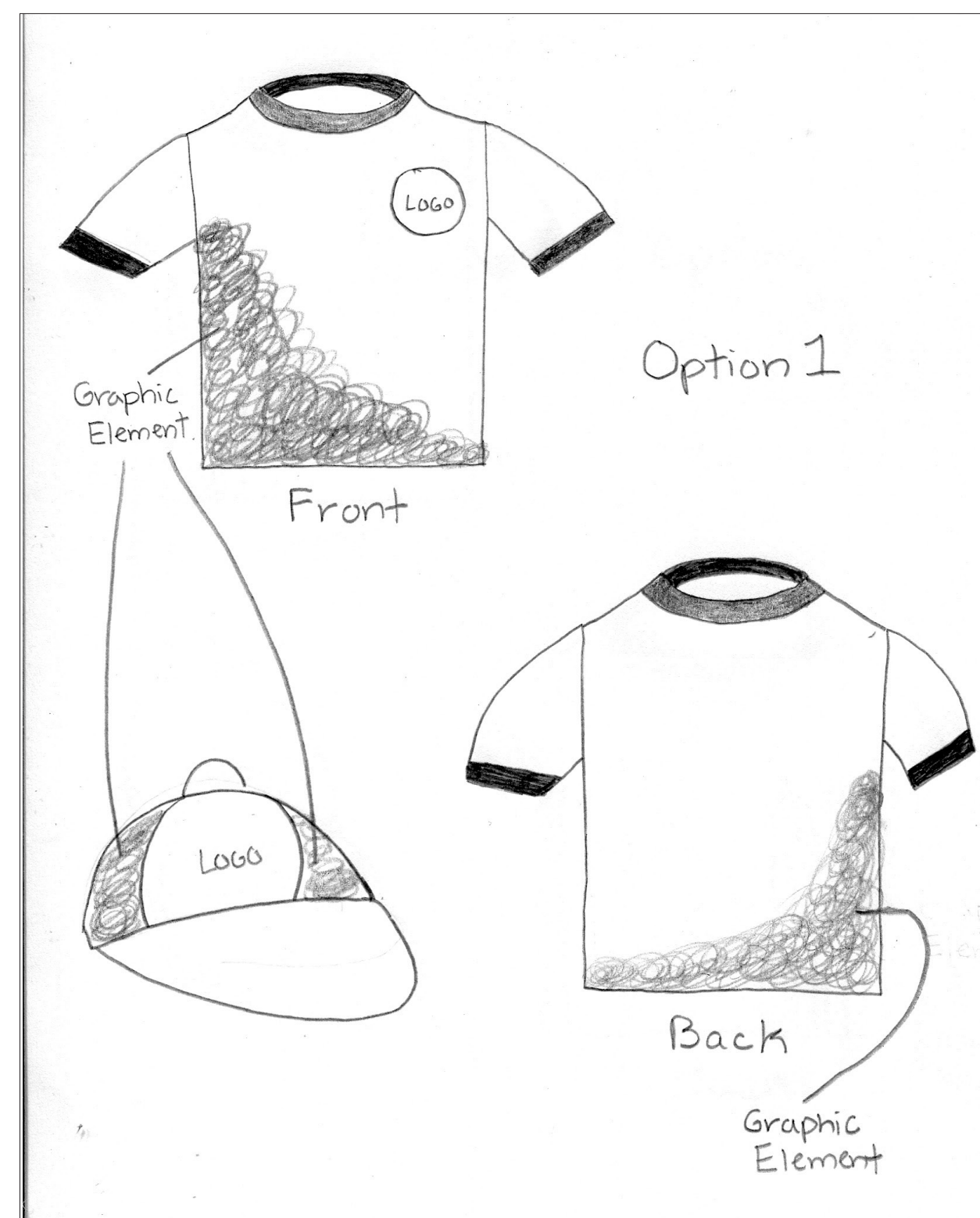
Coming up with a saying was also difficult because it had to sound persuasive enough for the customer to be interested in Marco Indigo. It took some eliminating and combining some of the sketches to make the flyer design work.



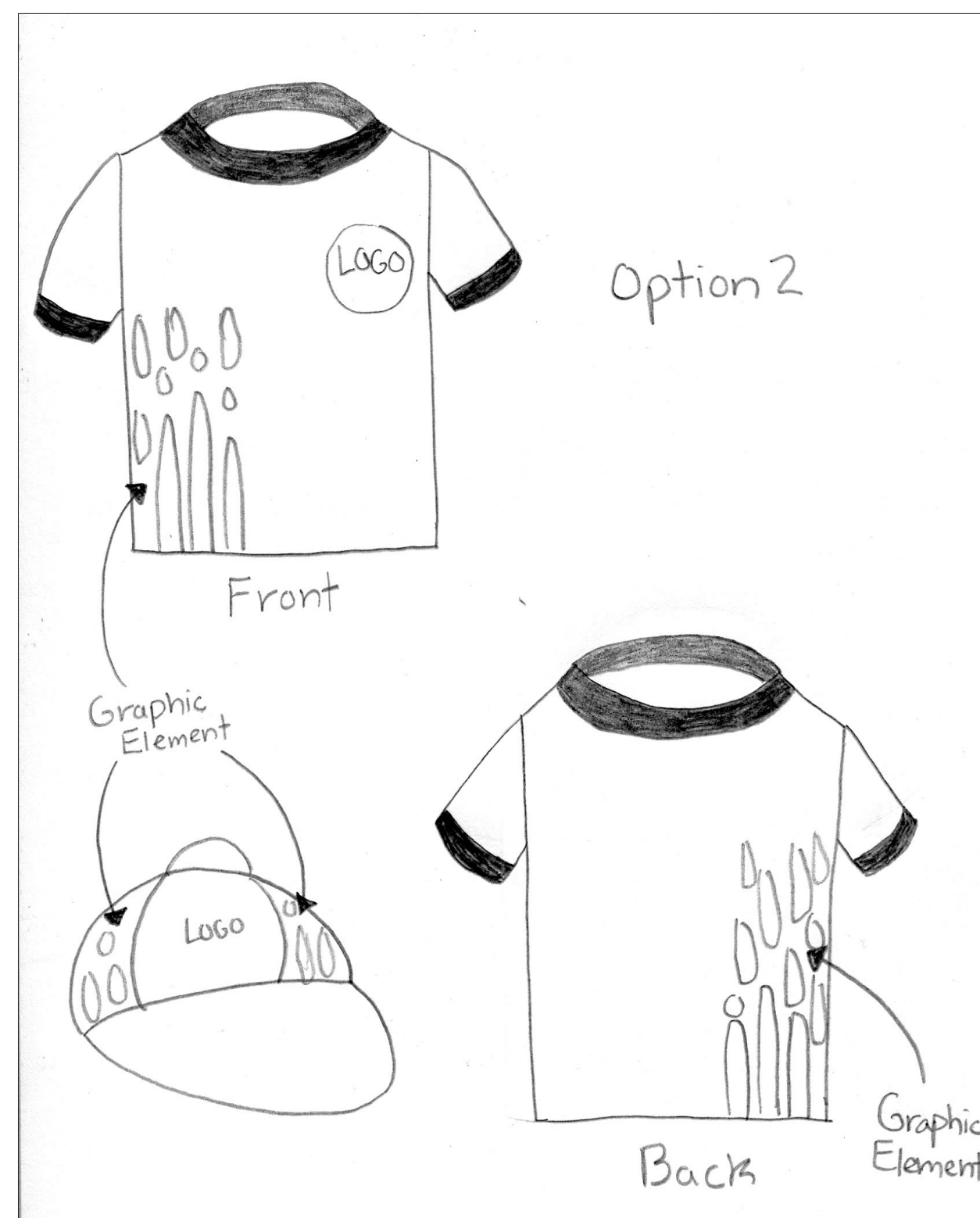
The front (left) and back (right) of the outside menu



The left and right side of the inside menu



T-shirt design sketches

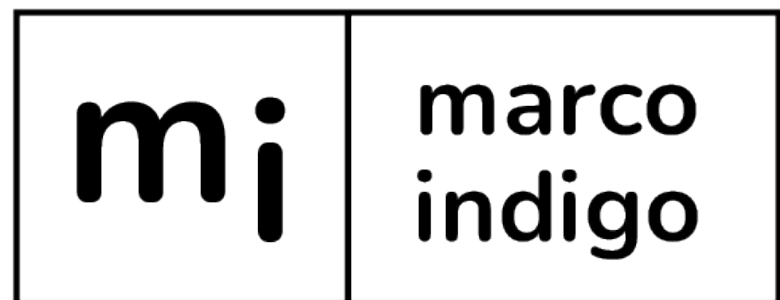


In my team, I initially designed the menu. When it came to the outside of the deliverable the composition was kept the same. The new graphic elements involved had to make the design as minimal and simple as possible.

When it came to the inside, the menu needed some room to breathe. The ten ice cream flavors had to be part of the set yet be their own design. The new graphic elements involved also should not compete for attention because the ice cream flavors were the main focus of the menu.

With the T-shirt design, there were only two options—there were only two graphic elements in the design. Option 2 was the best out of the sketches because it had the same playfulness as the logo, but a geometric version of it.

# Digital Sketches of Logo



Out of 34 sketches, eleven digital sketch ideas were in the running to become the final logo. The good thing was they were abstracted enough to be simple and modified. The other ten had potential to be the final logo, however, they were either too decorative or looked too serious to be a part of the final design logo.

# Final Choice of Logo



The reasoning for this logo because it was easier to play around with the letter M. Also, the pill-like element was the inspiration to the logo to make it more organic, yet still be geometric at the same time. A square grid and a partial radial grid determined the final finish. It included merging and cutting out some shapes to make it complete.

The wordmark that is part of this combination logo is the Nunito typeface because of the rounded sans serif points that complimented the pictorial symbol. A lighter weight font causes the wordmark to be unbalanced. The weight of the font had to be a heavy font weight to compliment the symbolic mark.

The logo ended up being in one solid color so that it can show some seriousness to it while being fun and playful. Adding more than one color would have made the logo too decorative and would lose its essence.

# Typefaces

## Nunito

ExtraLight, *ExtraLight Italic*, Light, *Light Italic*, Regular, *Italic*, **SemiBold**, ***SemiBold Italic***, **Bold**, ***Bold Italic***, **ExtraBold**, ***ExtraBold Italic***, **Black**, and ***Black Italic***.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

The typeface Nunito will be part of the titles and subtitles. The font weight that deals with the important titles will be in **extrabold** and **black** while the subtitles will be in **bold**.

## Open Sans

Light, *Light Italic*, Regular, *Italic*, **Semibold**, ***Semibold Italic***, **Bold**, ***Bold Italic***, **Extrabold**, and ***Extrabold Italic***.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

The typeface Open Sans will be part of the body copy. The font weight that deals with the body text will be in **regular**.

Combination typefaces are more appealing because they give you more visual diversity and create less conflict in a design.

# Colors

## PRIMARY COLORS

#FEFAF1

RGB 254, 250, 241  
HSV 42, 5, 100  
CMYK 0, 2, 5, 0  
LAB 98, 0, 5

#6F88FC

RGB 111, 136, 252  
HSV 229, 56, 99  
CMYK 56, 46, 0, 1  
LAB 60, 24, -61

#50409A

RGB 80, 64, 154  
HSV 251, 58, 60  
CMYK 48, 58, 0, 40  
LAB 33, 31, -47

## SECONDARY COLORS

#45E3FF

RGB 69, 227, 255  
HSV 189, 73, 100  
CMYK 73, 11, 0, 0  
LAB 84, -31, -25

#A163F7

RGB 161, 99, 247  
HSV 265, 60, 97  
CMYK 35, 60, 0, 3  
LAB 55, 54, -65

MI OFF WHITE

MI LIGHT INDIGO

MI INDIGO

MI AQUA

MI LIGHT PURPLE

MI Off White, MI Light Indigo, and MI Indigo are the primary colors the design brand and deliverables. MI Indigo will be in the background while MI Light Indigo will be part of the graphic elements as well as MI Off White. MI Off white will also be the main text color to the brand.

The concept of the color Indigo was put into play because the brand wanted to have a mysterious feeling to the design.

MI Aqua and MI Light Purple are secondary colors because the vibrancy of the colors would be too to be distractive to the point where is destroys the whole design. They will be a part of the pill graphic elements only.

# MARCO INDIGO DELIVERABLES

# MARCO INDIGO REDESIGN

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New design of logo



Marco Indigo logo being featured in a corner store sign



New design of business card (front side)



New design of business card (back side)



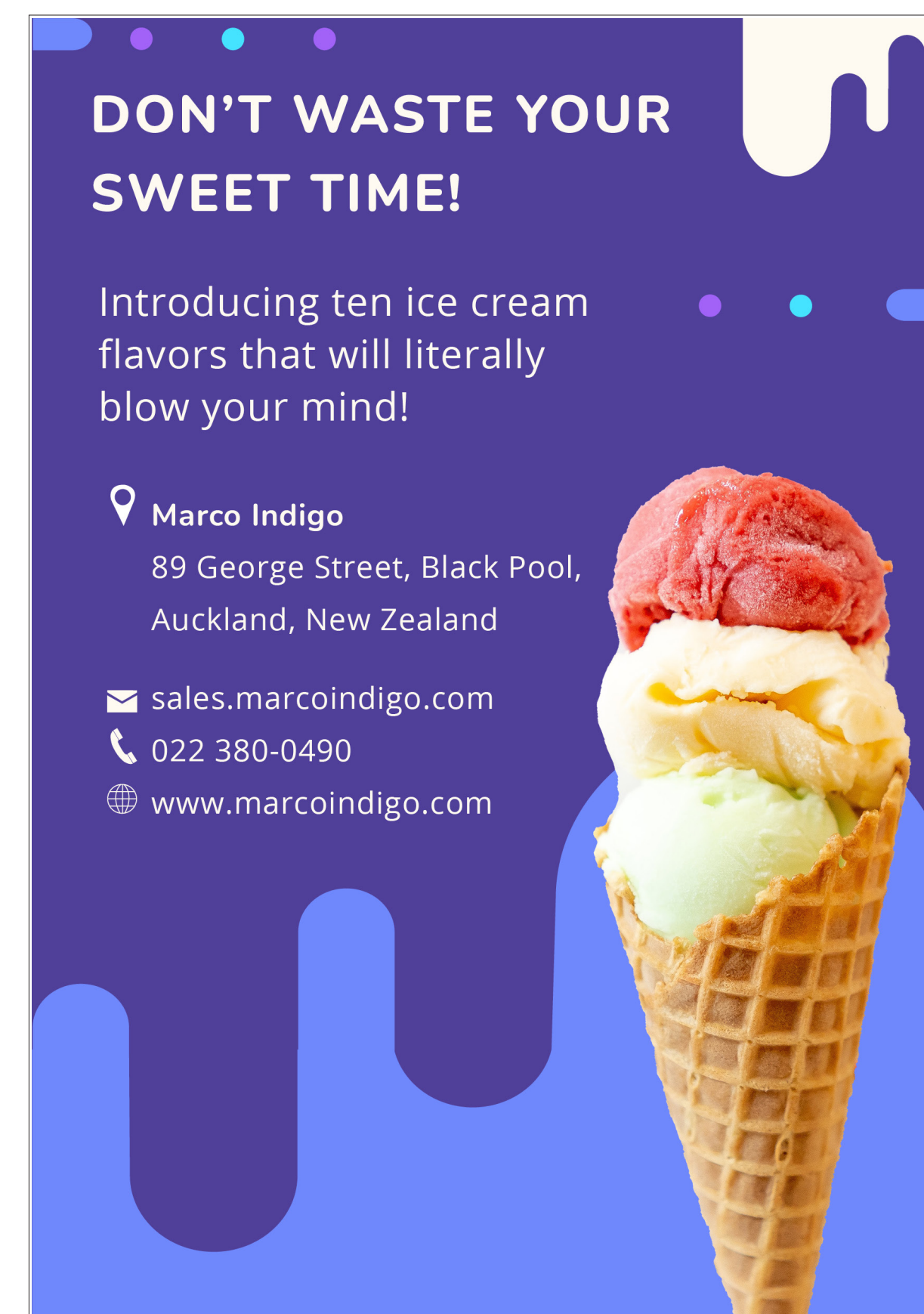
Mockup of business card (front and back)



Mockup of business card being held by a man



New design of flyer (front side)



New design of flyer (back side)



Mockup of flyer (front and back)



Mockup of flyer being held by a woman



New design of menu (cover)



New design of the inside menu



New design of menu (back cover)



Mockup of menu inside and outside.



Mockup of menu about to be opened by someone.



New Design of Hat and T-shirt.

## WHY IS THE REDESIGN BETTER?

The redesign of the Marco Indigo brand is ten times better than the original design because it has a better visual system that's connected and cohesive. There's no misplacement of any alignment, plus the color scheme of the brand works very harmoniously. The logo itself is more youthful and innovative and abstracted itself from being too literal and generic. Its wordmark is more modern and together—the logomark and logotype have more room to breathe instead of being contained in a shape. The business card is more in tune with the system by having the logo and design show the same elements as the other deliverables while showing a better composition of the information of the back of the card.

Both the menu and flyer have more persuasive words to have the customers be intrigued in what Marco Indigo has to offer when it comes to their services. The unisex attire is unified and not out of touch. The new graphic elements are not screaming loud for attention yet show a mysterious side to them based on the color palette that was chosen. Plus, only one ice cream is shown throughout the brand instead of many. That is why this redesign of Marco Indigo was better.

# THE DIFFERENCE BETWEEN NOW AND THEN

# NEW MARCO INDIGO DESIGN



New design of logo



New design of business card (front and back side)



New design of flyer (front and back side)



New design of menu (cover)



New design of the inside menu



New design of menu (back cover)



New design of hat and T-shirt

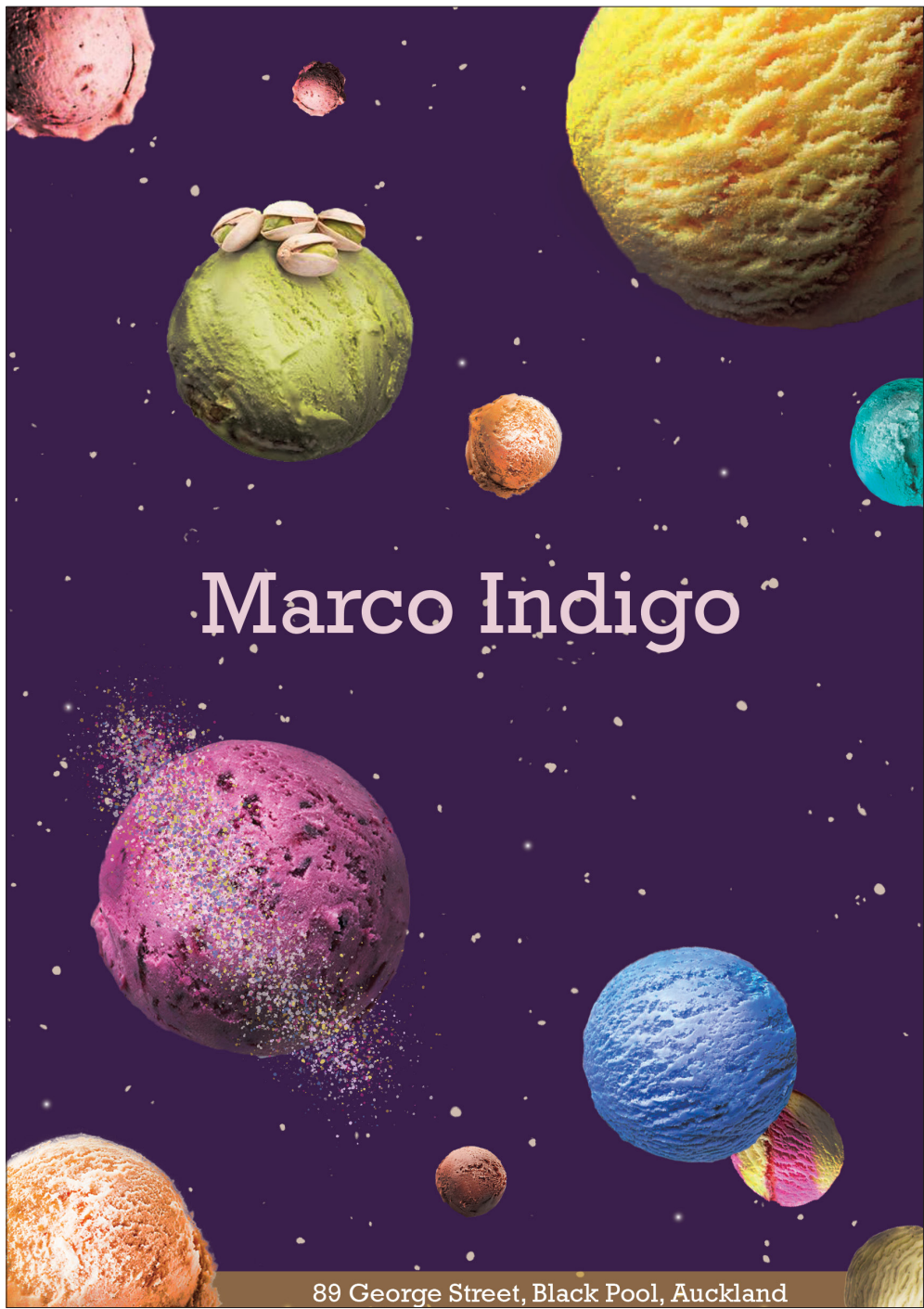
# ORIGINAL MARCO INDIGO DESIGN



Old design of logo



Old design of logo (front and back side)



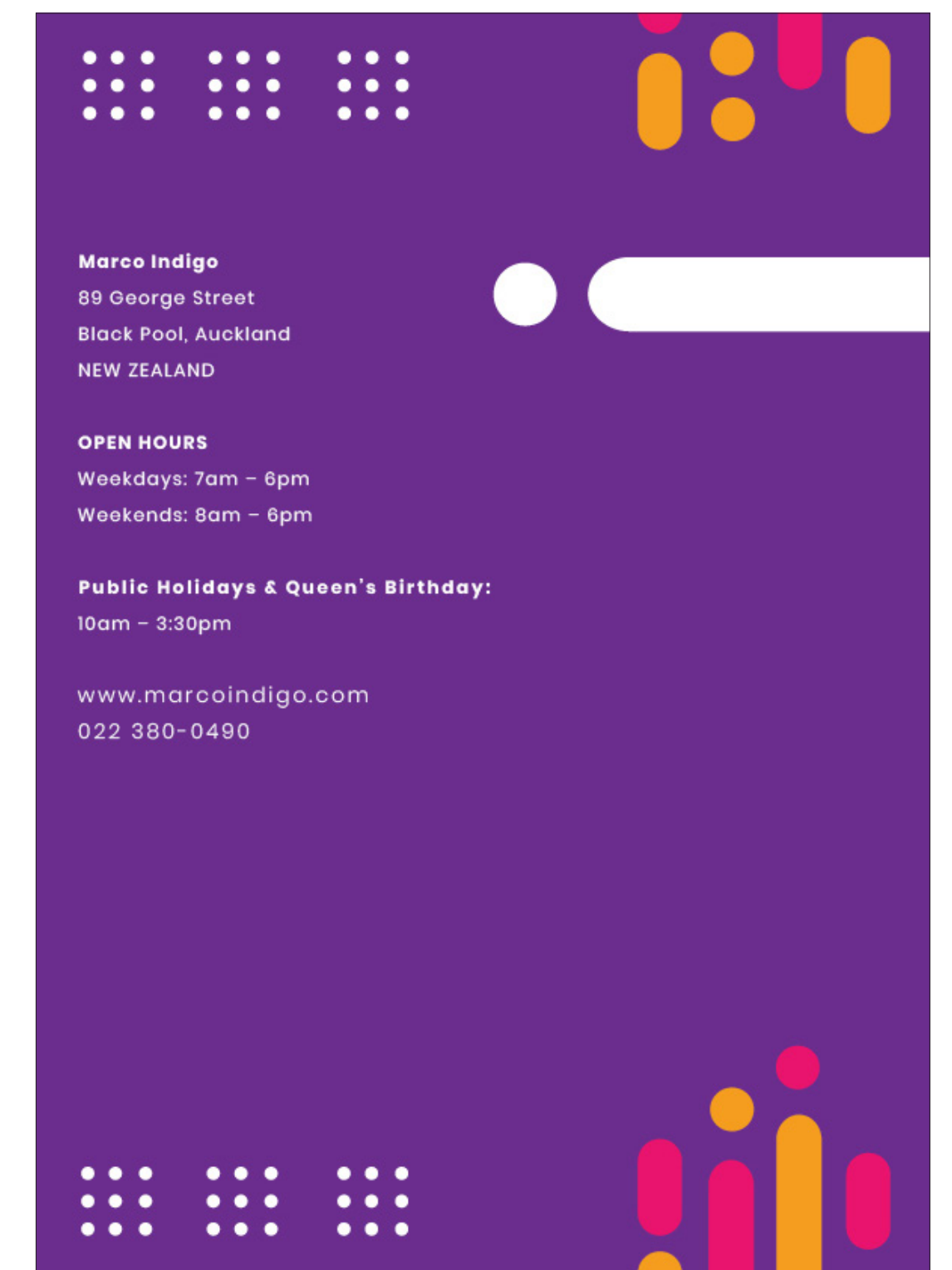
Old design of flyer (front and back side)



Old design of menu (cover)



Old design of the inside menu



Old design of menu (back cover)



Old design of hat and T-shirt

## THE MAIN PROBLEM WITH THE ORIGINAL DESIGN—IT DIDN'T WORK WELL AS A COHESIVE SET.

The logo was not innovative—there was a misspelling error when it was downloaded to Milanote. It had too much detail going on and the typeface was too old fashion and traditional. There needs to be a typeface that is modern and innovative. Plus the ring around the logo makes it too constrained. There was no breathing room.

The business card was in a low resolution. It wasn't even saved as an SVG. It also lacked distinctiveness and the body copy was too small to read. The designer should have used the graphic elements to have the business card more connected to the set of deliverables.

The flyer was designed in a realistic tone while the other deliverables were pointing towards a flat design aspect. Plus the flyer wasn't persuasive enough to get people interested in the ice cream brand because it lacked the information—it just showed a pretty picture. Most of the alignments were off and the bleed needed to be 0.5 inches. There was also a hierarchy issue because most of the text was almost the same size.

The menu also lacked persuasive words to have people interested in the ice cream. Plus on the front cover, the logo was not prominent enough. The body copy that talks about the ice cream had too much tracking and leading and the inside of the menu had some alignment issues. Plus the proportions of the ice creams were off.

Lastly the T-shirt and hat designs needed a lot of work. Plus, there needs to be more color variation as well besides needing to have distortion within the shirt because it was too neat. There was also a pure white background that's not supposed to be part of the project.

In addition to this the colors didn't feel young and modern, plus they and the graphic elements clashed too much to try and get attention from the viewer.

### ORIGINAL DESIGNERS OF MARCO INDIGO

Logo: Ali Kearney  
Business Card: Onyekachi (Jack) Akanu Ibiam  
Flyer: Alina Cherkasova  
Menu: Chinwe Uduko  
T-Shirt and Cap: Ali Kearney

BEFORE AND AFTER  
SIDE BY SIDE



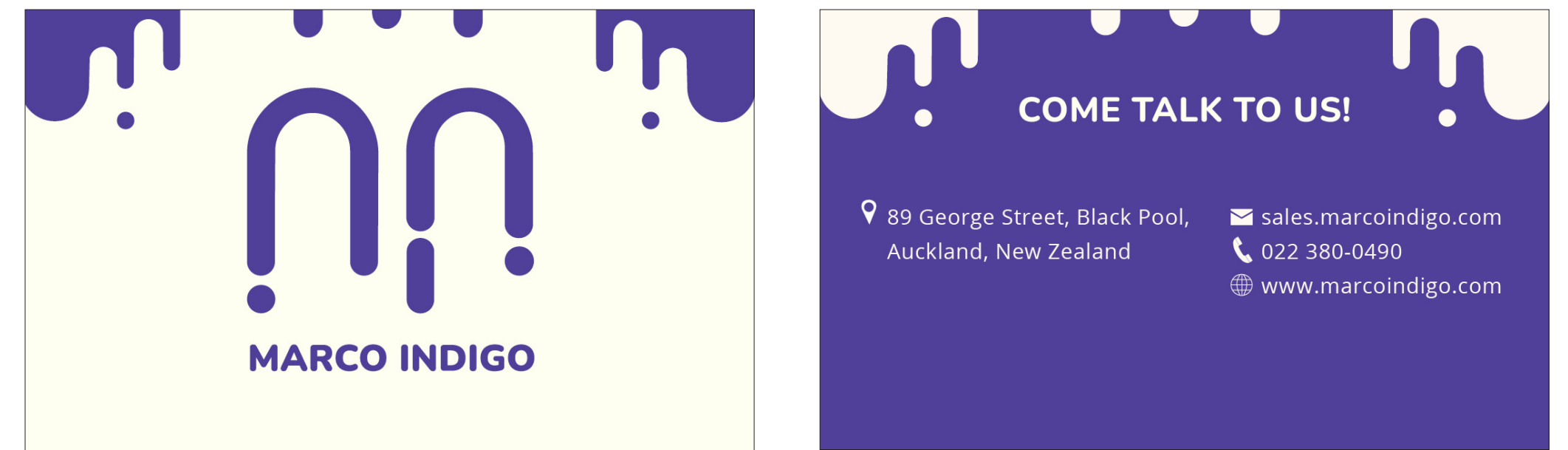
Old design of logo



New design of logo



Old design of logo (front and back side)



New design of logo (front and back side)



Old design of flyer (front and back side)



New design of flyer (front and back side)



Old design of menu (cover)



Old design of the inside menu



Old design of menu (back cover)



New design of menu (cover)



New design of the inside menu



New design of menu (back cover)



Old design of hat and T-shirt



New design of hat and T-shirt

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